



## PUBLIC ENTERTAINMENT CLUB LICENSE INFORMATION

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: LICENSE @MILWAUKEE.GOV  
WWW.MILWAUKEE.GOV/LICENSE

### **DEFINITION:**

“Public Entertainment” means any entertainment of any nature or description to which the public generally may gain admission, either with or without the payment of a fee.

Any entertainment operated commercially for gain by membership, season ticket, invitation or other system open or offered to the public generally shall be deemed to constitute a public entertainment.

This definition includes dances, shows and exhibitions provided for a fee including plays, skits, musical revues, children's theater, dance productions, public dance, musical concerts, opera and the production or provision of sights or sounds or visual or auditory sensations which are designed to or may divert, entertain or otherwise appeal to members of the public who are admitted to a place of entertainment, which is produced by any means, including radio, phonograph, television, video reproduction, tape recorder, piano, orchestra or band or any other musical instrument, slide or movie projector, spotlights, or interruptible or flashing light devices and decoration.

### **EXEMPTIONS:**

No public entertainment club license shall be required for the following:

- a. Any premises holding an alcohol beverage license under ch. 90.
- b. Organizations formed exclusively for the purpose of ballet performance and instruction and which have received tax-exempt status from the United States internal revenue service.

c. A permanent theater or any establishment holding a theater license issued pursuant to s. 83-1.

d. Any public show or exhibition conducted exclusively by charitable, eleemosynary, educational or religious organizations on their own premises.

e. Any dance studio, which means a room, place or space in which dancing classes are held and dancing instruction is given for hire.

### **LICENSE PERIOD:**

A one year period commencing on the date of the granting of the license by the Common Council.

### **LICENSE FEE:**

\$250, must be submitted with application. Checks made payable to: *City of Milwaukee*. Credit cards are also accepted online and in-person; cash is accepted from applicants filing in person only. When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account, or to process the payment as a check transaction.

### **NOTARIZED SIGNATURES REQUIRED:**

Notarized signatures of the individual, all partners, the agent or officer of a corporation, or the agent or a member of an LLC are required.

### **STATE RESIDENCY REQUIRED:**

The individual applicant, all partners, or the agent of a corporation or LLC must be residents of the State of Wisconsin.

### **FINGERPRINTING REQUIRED:**

The individual applicant, all partners, the agent, all officers and directors of a corporation, all members of an LLC and 20% or more stockholders whose

fingerprints are not on file with the Milwaukee Police Department must be fingerprinted. Report to the Milwaukee Police Department between the hours of 8:00 AM and 6:00 PM (Monday thru Friday, excluding holidays) to the Police Administration Building, 951 N. James Lovell Street (7th St), Room 305 to be fingerprinted.

If you have previously been fingerprinted by the Milwaukee Police Department, call (414) 935-7281 to determine whether your fingerprints are still on file.

If you do not reside locally, call (414) 935-7281 to find out how to comply with the fingerprint requirement.

**OCCUPANCY PERMIT REQUIRED:**

An occupancy permit must also be obtained from the City of Milwaukee, Development Center, Permit Desk, 809 N. Broadway, 1<sup>st</sup> floor, (414) 286-8211. See <http://www.mkedcd.org/build/pdfs/occert.pdf>.

**GRANTING:**

After recommended approval by the Licenses Committee, licenses are granted by the Common Council at regularly scheduled meetings, which are usually held once a month.

It generally takes 5 to 6 weeks to process an application provided you follow the above instructions in a timely manner. Please note that no meetings are held during the month of August.

**CHANGES IN THE PLAN OF OPERATION:**

If after the license has been granted or issued, the licensee wishes to substantially deviate from the plan of operation as submitted with the original application the licensee must file a sworn, written request which states the nature of the change.

No change shall take place until the Common Council has approved the request.

**ALTERATION TO THE PREMISES:**

Any alteration, change or addition resulting in the expansion of the licensed premises shall be approved by the licensing committee prior to the issuance of a license.

**PARTIAL REFUND OF LICENSE FEE:**

If an application is withdrawn or denied, you are eligible for a partial refund, provided the refund is requested no later than one year from the date of withdrawal or denial of the application.

If a license is not issued, the refund must be requested no later than one year from the date of application, unless the license has been granted, in which case no later than one year from the date of granting of the license.



**PUBLIC ENTERTAINMENT LICENSE APPLICATION**

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Any application submitted incomplete or without the required fee will be returned.  
 Make checks payable to: City of Milwaukee.

Check one:  Individual or  Partnership (Fill out Section A, B, D & E)  
 Corporation or LLC (Fill out Section B, C, D & E)

<b>Section A</b>	<b>INDIVIDUAL OR PARTNER 1:</b> Full Name (Last, First & Middle Initial)		<b>PARTNER 2:</b> Full Name (Last, First & Middle Initial)	
	Home Address (include city/state/zip):		Home Address (include city/state/zip):	
	Home Phone Number:		Home Phone Number:	
	Date of Birth:		Date of Birth:	
<b>Section B – Plan of Operation</b>	Business Name:		Business Phone Number:	
	Address Where Public Entertainment Will Be Held (include city/state/zip):			
	Aldermanic District:	Number of Parking Spaces on the Premises:	Legal Capacity of Premises:	Number of Customers Expected Each Day:
	Hours of Operation:			
	List any other license(s) held by applicant or issued at the premises:			
	Describe the type(s) of entertainment that will be provided:			
	Will sound amplification equipment be used? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, describe:			
	Describe the Security Plan for the Premises:			
	What are your plans to keep the grounds clean? (check all that apply) <input type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input type="checkbox"/> Pick Up Litter <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Building Owner's Responsibility <input type="checkbox"/> Garbage Cans Outside <input type="checkbox"/> Other: _____			
	Who is responsible to keep the grounds clean? <input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance How often? <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other: _____			
	How will noise issued be addressed? (check all that apply) <input type="checkbox"/> Security <input type="checkbox"/> Manager Approaches Customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other: _____			
	Mailing Address, if different than address where entertainment will be held (include city/state/zip):			
<b>Section C</b>	<b>FULL NAME OF CORPORATION OR LIMITED LIABILITY COMPANY:</b>			
	<i>Agent or Local Manager:</i>			
	Full Name (Last, First & Middle Initial):		Home Address (include city/state/zip):	
	Home Phone Number:	Date of Birth:	Stockholder <input type="checkbox"/>	Percentage of Stock %

<b>Section C Continued</b>	<i>President/Member</i>	<i>Vice President/Member</i>
	Full Name (Last, First & Middle Initial):	Full Name (Last, First & Middle Initial):
	Home Address (include city/state/zip):	Home Address (include city/state/zip):
	Home Phone Number:	Home Phone Number:
	Date of Birth:	Date of Birth:
	Stockholder <input type="checkbox"/> Percentage of Stock      %	Stockholder <input type="checkbox"/> Percentage of Stock      %
<b>Section C Continued</b>	<i>Secretary/Member</i>	<i>Treasurer/Member</i>
	Full Name (Last, First & Middle Initial):	Full Name (Last, First & Middle Initial):
	Home Address (include city/state/zip):	Home Address (include city/state/zip):
	Home Phone Number:	Home Phone Number:
	Date of Birth:	Date of Birth:
	Stockholder <input type="checkbox"/> Percentage of Stock      %	Stockholder <input type="checkbox"/> Percentage of Stock      %
	<i>List any additional stockholders owning 20% or more stock:</i>	
	Full Name (Last, First & Middle Initial):	Full Name (Last, First & Middle Initial):
	Home Address (include city/state/zip):	Home Address (include city/state/zip):
	Home Phone Number:	Home Phone Number:
Date of Birth:                      Percentage of Stock      %	Date of Birth:                      Percentage of Stock      %	
<b>Section D</b>	Has anyone named on this application been convicted of violating any federal laws, state or local ordinances? <input type="checkbox"/> Yes <input type="checkbox"/> No   If yes, name person(s), date(s), charge(s) and penalties: _____ _____	
	_____	
	_____	
<b>Section E</b>	<p>The undersigned agrees to inform the City Clerk within ten days of any substantial changes in the information supplied in this application. The undersigned shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.</p> <p>I have knowledge of the City Ordinances currently regulating the license applied for herein, and being duly sworn under oath, depose and say that I am the person named above and that all statements made in the foregoing application are true and correct.</p> <p>SUBSCRIBED AND SWORN TO BEFORE ME THIS</p> <p>_____ day of _____, 20_____</p> <p style="text-align: right;">_____ Individual/Partner/Agent, Officer of Corp. or Member of LLC</p> <p style="text-align: right;">_____ Partner</p> <p>Notary Public, State of Wisconsin My commission expires _____ Notary seal must be affixed</p>	

Office Use Only:  
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ AD: \_\_\_\_\_ License #: \_\_\_\_\_ Granted: \_\_\_\_\_ Issued: \_\_\_\_\_